

EXHIBIT 4

Table of Blendtec Search Terms With Corresponding RFPs

EXHIBIT 3

(Table Showing Blendtec's Search Terms and Corresponding RFPs)

Blendjet ESI Custodian	Blendtec's Search Terms (See Exh. 1 at pp. 11-13)	Blendtec's Corresponding Rule 34 RFPs (See Exh. 1 at pp. 6-9)
Blendjet's customer service/Experience personnel	1. Blendtec or Blend Tec 2. Swirl ¹ 3. Logo 4. Countertop or "counter top" 5. Competi! 6. Confus!	1. RFPs 2, 6, 9, 10, 18, 21, 22 2. RFPs 2-5, 8, 9, 12-16, 20, 25 3. RFPs 2-5, 8, 9, 12-16, 20, 25 4. RFPs 11, 27, 28 5. RFPs 6, 9, 11 6. RFP 9
Ryan Pamplin (Blendjet's CEO and co-founder)	1. Blendtec or Blend Tec 2. Swirl 3. Dickson ² 4. "intellectual property" 5. Competi! 6. Trademark! 7. Confus!	1. RFPs 2, 6, 9, 10, 18, 21, 22 2. RFPs 2-5, 8, 9, 12-16, 20, 25 3. RFPs 2, 6, 9, 10, 18, 21, 22 4. RFPs 2-6, 8-9, 20 5. RFPs 6, 9, 11 6. RFPs 2-6, 8-10, 12-16, 18, 20, 21, 22, 25 7. RFP 9
John Zheng (Blendjet's Chief Revenue Officer and co-founder)	1. Blendtec or Blend Tec 2. Swirl 3. Competi! 4. Trademark! 5. Logo	1. RFPs 2, 6, 9, 10, 18, 21, 22 2. RFPs 2-5, 8, 9, 12-16, 20, 25 3. RFPs 6, 9, 11 4. RFPs 2-6, 8-10, 12-16, 18, 20, 21, 22, 25 5. RFPs 2-5, 8, 9, 12-16, 20, 25
Colleen Johnson (Blendjet's Chief Marketing Officer)	1. Blendtec or Blend Tec 2. Swirl 3. Confus! 4. Competi! 5. Countertop or "counter top"	1. RFPs 2, 6, 9, 10, 18, 21, 22 2. RFPs 2-5, 8, 9, 12-16, 20, 25 3. RFP 9 4. RFPs 6, 9, 11 5. RFPs 11, 27, 28
Jordan Carlson (Blendjet's Intellectual Property Specialist)	1. Blendtec or Blend Tec 2. Swirl 3. "intellectual property" 4. Trademark! 5. Logo 6. Confus! 7. Competi!	1. RFPs 2, 6, 9, 10, 18, 21, 22 2. RFPs 2-5, 8, 9, 12-16, 20, 25 3. RFPs 2-6, 8-9, 20 4. RFPs 2-6, 8-10, 12-16, 18, 20, 21, 22, 25 5. RFPs 2-5, 8, 9, 12-16, 20, 25 6. RFP 9 7. RFPs 6, 9, 11
Erin Kristovich (Blendjet's VP of Retail Partnerships)	1. Blendtec or Blend Tec 2. Competi!	1. RFPs 2, 6, 9, 10, 18, 21, 22 2. RFPs 6, 9, 11

¹ Both Blendtec and Blendjet use a similar "swirl" trademark. In both the Complaint (ECF 2 at ¶¶11, 14, 27, 30) and Blendtec's ESI Discovery Responses (Exh. 1 at 2), "Blendtec's Trademarks" are defined as "Blendtec's BLENDTEC Mark and Swirl Design Mark" and "Blendjet's Trademarks" are defined as the "BLENDJET Mark and the Blendjet Swirl Mark."

² Thomas Dickson is the former owner and CEO of Blendtec.